

FRAGRANCE AND PERSONAL CARE

Tiffany translates romantic positioning into coupled scents

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Campaign for Tiffany & Love. Image courtesy of Tiffany & Co.

By SARAH JONES

Jeweler Tiffany & Co. is taking inspiration from its place in celebrating love with its first his and hers fragrances, bringing a branded show of commitment to a new category.

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Tiffany & Love aims to portray the idea of a modern relationship through perfume, with a corresponding launch campaign that focuses on the connections between couples. This latest launch is part of the brand's growing fragrance portfolio under its licensing deal with Coty, and marks its debut men's scent, enabling Tiffany to reach both men and women in the entry-level category.

"Tiffany is a brand that puts a lot of emphasis on authenticity in relationships, in product, in the consumer experience," said Reed Krakoff, chief artistic officer at **Tiffany & Co.**, New York. "The idea [for the campaign] was to capture real couples in more personal moments, the in-between moments and not necessarily the classic fragrance moment.

"It's really about this personal sense of love and two people coming together as opposed to a grand gesture," he said. "It speaks to an intimacy and the uniqueness of each relationship."

Bottling love

Mr. Krakoff guided the creation of Tiffany & Love. Each of the scents was created by two perfumers.

IFF's Sophie Labbé and Nicolas Beaulieu designed Tiffany & Love for Him, which features notes of citrus and wood. Honorine Blanc and Marie Salamagne from Firmenich made Tiffany & Love for Her, which blends woody and floral notes.

Bringing the two fragrance profiles together, they both heavily feature blue sequoia.

The fragrances are both housed in blue cylindrical bottles, with each in a different shade of Tiffany blue. The side of the bottles has an ampersand, nodding to the brand's name as well as romantic pairings.



Tiffany & Love bottles. Image courtesy of Tiffany & Co.

Differentiating the bottles slightly, the fragrance for her has a cap in Tiffany blue, while the men's scent features a black topper.

In addition to featuring prominently on the bottle, the ampersand is central to the launch campaign by photographer Cass Bird, which was shot on the streets of New York.

At the start of the spot, the Tiffany & Co. logo gets an edit, as a handwritten slash crosses out the Co. and replaces it with "love."

Black-and-white footage of a couple holding hands is overlaid with the message "yours & mine."

Further shots of romantic caresses are followed by the ideas of "forever & ever," "heart & soul" and "here & now." Significant attention is paid to the couples' hands, making a connection between Tiffany's engagement and wedding bands and the fragrances.

Reflective of the brand's modern take on love seen in its jewelry campaigns, the effort features a diverse cast that includes LGBT couples.

Embedded Video: <https://www.youtube.com/embed/4rwE7hbX7tg>

Tiffany & Love campaign

The campaign is set to an updated rendition of The Turtles' "Happy Together" that producer Marc Ronson and singer-songwriter King Princess recorded for Tiffany.

Tiffany & Love will officially launch on Oct. 1.

Perfume push

In 2016, Tiffany entered a licensing deal with Coty to develop, produce and distribute a collection of fragrances for men and women.

Fragrances can often round out a lifestyle brand, enabling it to express itself through another sense ([see story](#)).

To celebrate its 180th birthday in 2017, Tiffany launched a new signature fragrance inspired by the company's long history in jewelry. The bottle for Tiffany Eau de Parfum is angular and geometric, inspired by the precise cuts of diamond, specifically the famous 128.55-karat Tiffany Diamond ([see story](#)).

Since 2017, Tiffany has created new flankers of its signature scent, with Intense and Sheer varieties.

However, Tiffany & Love marks a completely new fragrance launch for the house, expanding its perfume portfolio.

While Tiffany is reaching out to men for the first time, it has an opportunity to make its fragrance offerings even

more inclusive in their positioning.

"The dual fragrance concept is clever but possibly could be perceived as tone deaf considering strong movements around gender fluidity, sexuality and relationships," said Sheri Koetting, founder, brand strategist and creative director at [MSLK](#), New York. "The [#LoveYourWay](#) conversation touts love in all forms, yet the product duo itself seems to support a more traditional love.

"Perhaps they will introduce interesting gift sets like a Tiffany & Love for Him plus Tiffany & Love for Him duo," she said. "I'd love to see a trio love triangle gift set. That would certainly capture some attention.

"A more gender neutral approach to this subject was addressed head on by KY a few years ago when they introduced their lubricant duo and named it Yours + Mine.

"Tiffany's 2018 Moon River commercial ([see story](#)) showed us a young, hip side of the brand that also harkened to the heritage. Black and white mixed with color, fresh beats mixed with classic sounds. It was fresh and engaging. Perhaps the true love story for these fragrances is yet to be written."

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